

MAY 5 - 1926

DETROIT

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 2. No. 173.

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Automotive Daily News Publishing Corporation

NEW YORK, MONDAY, MAY 3, 1926

Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y., Under Act of March 3, 1879.

10 Cents. \$12 Per Year

## ELECTRIC TRUCK SHOW CONCLUDES SUCCESSFUL WEEK

Latest Models Exhibited; Many Prospects Lined Up

**N**EW YORK, May 1.—The Sixth Annual Electric Truck Show at the New York Edison Company's building at Irving Place and 15th Street, was concluded today after a successful week.

With more than 100 in the delegation the entire membership of the Truck Association, which includes truck and equipment manufacturers of the metropolitan district, attended the opening of the show. They dined at noon at a buffet luncheon in the Hotel Martinique.

No new make of truck was introduced at the show this year but the latest models of the standard lines were on exhibition and attracted much interest.

Instead of being thronged with sight-seers and the merely curious the attendance at the show this year was featured by those who were directly interested in electric power transportation, according to Alfred J. Homan of Newark, N. J., representing the Walker Vehicle Company. The visitors during the week were there as potential buyers and many prospects were lined up as a result, he said.

In nearly every instance the prospective purchaser of electric trucks is considering a fleet purchase to replace horse-drawn or automotive vehicles, Homan continued. For that reason many of the visitors, who represented large corporations, gathered detailed information from the exhibitors as to the various types and models, and are accordingly regarded as live prospects who are planning their future problems of transportation carefully.

One of the large department stores in this city is announcing the purchase of thirty one-ton electric vehicles to supplement the fleet of fifty-six already in service. Twenty-three of the large stores in New York are using electric trucks in their delivery service at the present time, and twelve of the public service companies in the city are using a total of 374 such trucks, according to figures given out at the show.

Besides the regular truck chassis for transportation purposes of all kinds which were on view, there were special models for heavy delivery work designed and constructed by the Ward Motor Vehicle Company of Mount Vernon and another by the Lansden Company of Danbury, Conn. There was also a baggage-transportation type of truck built by the Baker-Ravland Company, which is used for fast work at the large railway stations. The latest equipment of all kinds was also shown and created much interest.

Exhibitors showing trucks included the Autocar Sales and Service Company, the Commercial Truck Company, the Electruck Corporation, the O. E. Electric Truck, Inc., and the Walker Vehicle Company, all of New York city; the Ward Motor Vehicle Company of Mount Vernon and the Lansden Company of Danbury, Conn.

Battery manufacturers exhibiting were: Edison Storage Battery Company, the Electric Storage Battery Company, General Lead Batteries Company, K. W. Battery Company, and Philadelphia Storage Battery Company, all of New York city.

Accessory manufacturers who displayed their products included: Albert & J. M. Anderson Manufacturing Company, Cutler-Hammer Manufacturing Company, Electric Products Company, General Electric Company, Hammacher, Schlemmer & Co., Hertner Electric Company, Sarvas Electric Company, United States Chain and Forging Company, and the Vacuum Oil Company.

### NEW DIANA EIGHT TOWN CAR BEING PRODUCED

St. Louis, May 1.—A new town car of Berlin type of body has been added to the line of models offered by the Diana, the light straight eight manufactured by the Moon Motor Car Company.

The new car is a five passenger model of exclusive design with enclosed compartment of the landau type for passengers and open compartment in front for chauffeur.

### ADVERTISING ON HIGHWAYS RAPPED

#### National Traffic Assn. Opposes Practice As Dangerous

New York, May 1.—Discussion regarding advertising along the highways marked the close of the annual meeting of the National Highway Traffic Association last night at the Automobile Club of America here.

Arthur H. Blanchard, president of the association and professor of highway engineering at the University of Michigan, was re-elected for another year. Other officers elected were: Elmer Thompson, secretary; George H. Pride, treasurer, and David Beecroft, Roy D. Chapin, Miller McClintock, Charles M. Upham and Jack F. Witt, vice-presidents.

A bill recently passed by the New York Legislature allowing advertisements, at the discretion of the highway commissioner, aroused protest and was unanimously voted against. A telegram was sent to Gov. Smith urging him to veto the bill. Highway advertising was considered detrimental to safety in motoring.

#### GENERAL MOTORS HEADS VISIT AT PITTSBURGH

Pittsburgh, May 1.—A group of General Motors Corporation officials visited here yesterday and were entertained at luncheon in the William Penn Hotel. Nearly ninety motor car dealers of the General Motors group attended.

A short address was made by Alfred P. Sloan, president. Besides Mr. Sloan the party consisted of Donaldson Brown, vice-president of New York; C. S. Mott, vice-president, of Detroit; H. M. Crane, technical assistant to President Sloan, and Bruce Barton, advertising counsel.

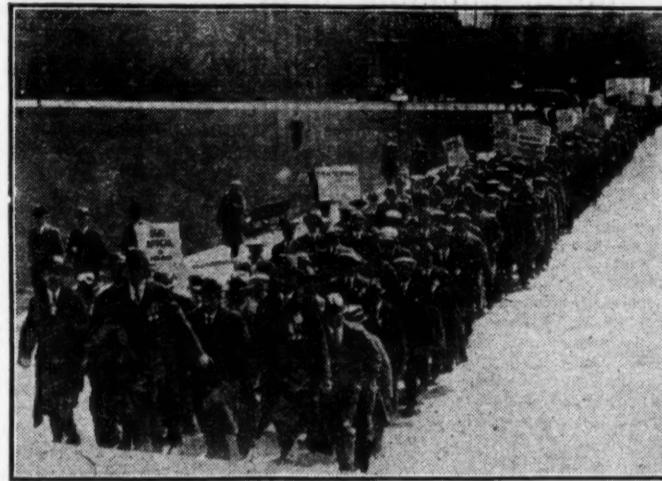
#### SEEK BUS FRANCHISE

Philadelphia, May 1.—The Lehigh Valley Transit Company has applied to the Public Service Commission to operate a motorbus and truck line, to be known as the Lehigh Valley Transportation Company, between Allentown and Easton, Pa., and the Philadelphia district.

#### FIRE IN ASBESTOS PLANT

Chicago, May 1.—Fire believed to have been of incendiary origin broke out in the main structure of the Johns Manville plant at Asbestos City, just north of Waukegan, Ill., and destroyed the building, causing damages of \$750,000.

**PROTESTING THE TARIFF.** Petitioners on Parliament Hill about to enter the Parliament Building at Ottawa where they presented a petition to the premier protesting the tariff cut on American autos imported into Canada. They are workers in Canadian auto factories, who declare the cut is taking their bread and butter from them.



(International Newsreel Photo.)

### AUTOS SHIPPED ABROAD 12% OF U. S. PRODUCTION

Charleston, S. C., May 1.—Export trade is no longer incidental to American business but is an important factor in industry, according to H. H. Rice, a director of the National Automobile Chamber of Commerce, addressing the National Foreign Trade Council at Charleston, S. C., Thursday.

Foreign trade at one time, Mr. Rice pointed out, was largely a side line with many factories in most industries of this country.

In the automobile industry 12 per cent. of the production of the factories is now shipped abroad with the expectation that this percentage will increase rapidly.

### Auto Shipments on Rails Break Record

Detroit, May 1.—Carload automobile shipments from the main plants have greatly exceeded previous records during the last two months. In February a new figure was established, with 60,604 carloads, and this was far outstripped in March, when 74,265 carloads were shipped on the rails.

Driveaways have not kept pace with the rail shipping, the February figure being 43,889 machines, while March was 58,295. The record driveaway month was during the car shortage period of May, 1920, when 74,286 machines were driven over the roads through lack of railroad facilities and freight car supply; that month carload shipments by rail were 21,977.

### DECREASE IN DETROIT EMPLOYMENT REPORTED

Detroit, May 1.—The Employers' Association reports Detroit's industrial employment last week at 215,578, a decrease of 7,708 from preceding week, although 15,021 higher than a year ago.

#### A STUDEBAKER DIVIDEND

New York, May 1.—The Studebaker Corporation declared the regular quarterly dividends of \$1.25 on the common and \$1.75 on the preferred, payable June 1 to stock of record May 10.

### WOULD FEATURE EQUIPMENT AT NATIONAL SHOWS

#### M. A. M. A. Plans to Emphasize Importance Of Service

**N**EW YORK, May 1.—Special sections of the National Automobile Shows devoted to service equipment will visualize in striking fashion the progress and possibilities in automotive maintenance, according to plans worked out by the Service Equipment Committee of the Motor and Accessory Manufacturers' Association.

It is proposed to demonstrate modern automotive maintenance equipment and methods before separate audiences of the trade and the public. The exhibit will show how up-to-date service methods can be made to increase motoring efficiency and satisfaction and enlarge the profits of the trade.

The Service Equipment Committee of the M. & A. M. A. composed of R. W. Procter, Black & Decker Manufacturing Company, chairman; Fred G. Wacker, Automotive Maintenance Machinery Company; H. M. Smith, Manley Manufacturing Company; Martin E. Goldman, Forest Electric Company, and B. M. Asch, Asch & Co.

The committee held an all-day session with M. L. Heminway, general manager, and Neal G. Adair, show and educational department manager, of the association at headquarters in New York, April 29. The committee is working on the show plans on behalf of the M. & A. M. A. membership and at the request of S. A. Miles, show manager of the National Automobile Chamber of Commerce, which conducts the New York and Chicago shows, with the M. & A. M. A. as a co-operating organization.

The committee worked out details. (Continued on Page 8)

### England Puts 33 1-3 Duty on Trucks

Special from A. D. N. Washington Bureau

Washington, May 1.—Effective today a duty of 33 1-3 per cent. ad valorem is being imposed by Great Britain on commercial motor trucks imported into the United Kingdom, and a duty of 18 2-3 per cent. ad valorem on all imported packing and wrapping paper. Acting Commercial Attaché Hugh D. Butler at London, informed the Department of Commerce.

Important tariff changes were contained in the new budget introduced into the British Parliament April 26. Two new duties are established and the rates on other items increased and extended.

The operation of the safeguarding of industries act of 1921, which was due to expire this year has been extended for ten years. This act provides for a duty of 33 1-3 per cent. ad valorem upon imports on a large number of items, among which are listed ignition magneto.

### GOODYEAR TO ACQUIRE CEDARTOWN COTTON UNIT

Atlanta, May 1.—Negotiations whereby the Goodyear Tire and Rubber Company acquires one of the big units of the Cedartown Cotton and Export Company's mills have finally been consummated, according to the announcement of C. W. Martin, Jr., Southern division manager of company.

## N. Y. SOLONS PASS MANY AUTO BILLS

Approve \$30,000,000  
For Roads-\$20,000,-  
000 for Safety

Special to the Automotive Daily News

Albany, May 1.—Amendments to the motor vehicle and highway laws, designed to improve tourist routes of the state, increase safety of motorists and pedestrians and bring closer cooperation between automotive dealers, police and State Motor Vehicle Bureau, were among the chief accomplishments of the state Legislature that has just closed its annual session.

Among measures that failed of passage, those of principal concern to the automotive industry were proposals to levy a tax on the sale of gasoline. A half dozen gasoline tax bills were introduced early in the session and for a time legislative leaders appeared to be close to agreement to enact one that would have imposed a 2 cents a gallon tax. The project to pass the bill, however, was abandoned late in the session as the result of vigorous opposition that was led by the Empire State Automotive Dealers' Association.

The lawmakers passed bills appropriating close to \$30,000,000 for the improvement of county, state and Federal aid highways. They also approved a proposal appropriating a million dollars for the improvement of main traffic arteries in Nassau and Erie counties to expedite the movement of traffic to and from New York City and Buffalo. Out of this money a \$350,000 parkway is to be laid across Nassau County in one of the major road projects of the year.

Looking out for the safety of the state's motorists, the Legislature set aside \$20,000,000 of a \$300,000,000 bond issue for the elimination of railroad grade crossings, on which work will be started this year. Those crossings considered most dangerous were designated for the first eliminations out of the moneys of the bond issue that was approved by the voters last fall.

A big batch of the bills affecting the automotive industry now are on the desk of Gov. Smith, awaiting his approval, but, keeping pace with the work of the lawmakers, the governor already has signed more than a dozen bills that were passed with the backing of automobile committees in the Legislature.

Among bills already enacted as law is one repealing the section of the old statute that made it necessary for drivers of automobiles to carry the car's registration certificate at all times that the machine was being used. Others permit the use of self-illuminated license plates that are approved by the motor vehicle commissioner, fix the weights and dimensions of trucks and trailers, and prohibit automobile speed tests on highways constructed or in part paid for by the state.

In the last minutes of its session the Legislature killed a bill that would have abolished chauffeurs' licenses that now bring \$5 apiece to the state, but passed a measure fixing the registration fee for known vehicles described as automobiles to which runners are attached for use only in the snow, at \$4 a year.

Another new law provides a penalty of \$100 in each instance where a dealer fills an order for lubricating oil with other than the particular brand or trade mark product that is ordered, unless the buyer is notified beforehand that he is not getting the kind of oil he asked for. Still another, designed to protect policyholders in automobile casualty insurance companies, requires the companies to keep on hand a cash balance of at least \$100,000 for the payment of claims, instead of \$50,000.

Bills that were passed by the Legislature and are still awaiting the governor's action provide for distribution of fines and penalties among towns and villages in which violations of the traffic law occur and fix the liability for damages in accidents on the driver of a car who is the "owner" under conditional sale agreement.

One of the proposals makes it a felony, punishable by imprisonment in a state prison, to do bodily injury to another while operating a motor vehicle when in an intoxicated condition.

## INDIANAPOLIS DEALERS PLAN USED CAR SHOW

Indianapolis, Ind., May 1.—Arrangements for a nine-day used car show here, beginning June 5, were announced today. Indianapolis automobile dealers will cooperate in the event, which is the first of its kind in this state. A selection of rebuilt and used cars is being made by dealers, and the collection promises to be the largest in the history of the city. Aside from the used car displays themselves, a number of entertainment features will be given during the various days.

## NATIONAL ORPHANS' DAY MAY BE A. A. A. EVENT

Special from A. D. N. Washington Bureau  
Washington, May 1.—National Orphans' Day, suggested by William E. Metzger of Detroit, will become a fixed annual event of the American Automobile Association and its 800 affiliated clubs, the national headquarters announced today.

The proposal has been submitted to local clubs by the national officers of the A. A. A.

It is stated that a committee will plan an appropriate program whereby all the clubs affiliated with the A. A. A. will participate in the observance of at least a day's outing and motoring to tens of thousands of orphaned boys and girls who occupy the institutional homes of the country.

## HIGH PERCENTAGE OF BAD BRAKES

### Detroit A. C. Safety Committee Reports On Inspections

Special from A. D. N. Detroit Bureau

Detroit, May 1.—Reports of Detroit's Brake Test Week, April 18-24, were made at the meeting of the Safety Committee of the Detroit Automobile Club, Wednesday. They show that a total of 11,890 vehicles were examined; of this number, 9,533 were passenger cars and 2,357 were commercial.

Of the passenger cars, 6,575 were approved as having adequate brakes, and 2,958 were rejected, showing that 31 per cent. of the passenger cars, or nearly one-third of those examined, had brakes that could not be counted upon in an emergency. Commercial cars made a somewhat better showing; of the total number examined, 1,806 were approved for brakes and 551 were rejected—23 per cent. being equipped with faulty brakes.

Machinery will be set in motion to require police inspection of brakes of all cars involved in traffic accidents, immediately after the accident. If brakes are discovered to have been inefficient at the time of the accident, drivers of cars improperly braked will be held to have been guilty of contributory negligence in the accident.

Less than 10 per cent. of the cars examined with respect to lighting equipment were found to be below standard.

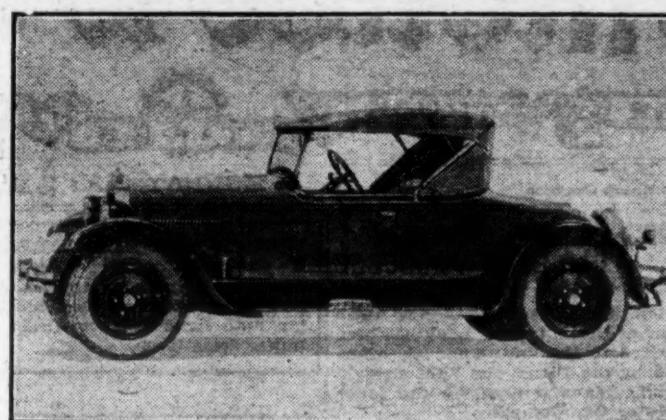
Prof. George W. Patterson, of the Physics Department of the University of Michigan, and John H. Hunt, General Motors Research Corporation, were guests at the committee meeting. Both are members of the Legislative Committee of the Detroit Section, Illuminating Engineering Society. Prof. Patterson reported for this committee its recommendation that any proposed municipal ordinance governing head lights, their type and operation, should conform to the existing state law.

The matter of "cruising" taxicabs also came up for consideration by the committee. A survey showed that in the case of the Statler Hotel, sixty taxicabs passed the main entrance in one ten-minute period. Of these sixty vehicles, one made the trip past the entrance five times while the count was being made; several made it four times and none less than two trips in the ten minutes. It is believed that in the congested section of the city fully 20 per cent. of vehicular traffic is accounted for by taxicabs, and steps will be taken to undertake to regulate the "cruisers." There are 996 registered taxis in the city and 2,800 registered taxi drivers.

ADVERTISEMENT

Every 2½ seconds, some-  
where in the world, some  
one buys a Dunlop Tire.

## Dodge Producing New Sport Roadster



Detroit, May 1.—Beauty of line and color characterizes the new sport roadster which is being distributed to all Dodge dealers in the United States. Finish is in brilliant pheasant green lacquer, set off by a single stripe of partridge cream color; fenders and shields are lustrous black and radiator shell and lamp rims are of polished nickel.

Upholstery is of gray Spanish hand-buffed leather. Natural wood bows, trimmed in nickel, with nickled stanchions of the one-piece, swinging windshield and a tan colored top add to the smart appearance of this model. Wheels are natural wood, with black stripes.

Space is provided for sporting equipment and baggage. Special equipment is supplied, including automatic windshield cleaner, cowl ventilator, nickled front and rear bumpers, bullet-shaped head and cowl lamps with nickled rims, rear view mirror and scuff plates.

## HOUSER RESIGNS AS ADVERTISING MANAGER

## PACKARD EARNED \$3.74 A SHARE IN 7 MONTHS

Chicago, May 1.—Alfred C. Houser, for the past three and a half years advertising manager of the Yellow Truck and Coach Manufacturing Company, has resigned, effective today. Mr. Houser has acquired a partnership in the North Shore Buick Company, which controls Buick retail sales in Evanston and other north shore communities of Chicago.

Detroit, May 1.—In a letter to Packard Motor Car Company stockholders, President Macauley states the net profits for March were \$1,794,319, after taxes and charges. Net profit for first seven months of fiscal year totaled \$9,796,677, equivalent to \$3.74 a share (par \$10) earned on 2,614,722 outstanding shares of common stock.

## NOTED SPEAKERS AT S. A. E. DINNER

### Schwab, Brisbane and Kettering Sched- uled

Indianapolis, May 1.—As a curtain-raiser to the Indianapolis 500-mile international automobile race on May 31 and the summer semi-annual meeting of the Society of Automotive Engineers to be held at French Lick Springs, Ind., from June 1 to June 4, a dinner has been arranged by the Indiana section of the society at which the speakers will be Charles M. Schwab, Arthur Brisbane and C. F. Kettering.

The dinner, which is in honor of the visiting members of the S. A. E. who go to Indianapolis to attend the great speedway race, is to be held on Sunday night, May 30, at the Indianapolis Athletic Club, and an elaborate program has been prepared. Visiting members will gather at the roof garden of the club Sunday noon, where the Indiana section will entertain.

On Monday, the day of the race, free parking space for the visitors' cars will be reserved opposite the track entrance by the Prest-O-Lite Company, which will also serve a hot luncheon to the visiting society members.

The main road from Indianapolis to French Lick Springs is to be posted throughout by the Indiana hosts, so that those driving to the summer meeting of the society need only follow the signs.

George T. Briggs of the Wheeler-Schebler Carburetor Company is chairman of the dinner committee and Lon R. Smith heads the entertainment committee. F. E. Moskovics, president of the Stutz Motor Car Company, and Ralph R. Teeter of the Indiana Piston Ring Company are members of the Indiana section committee.

**Dealer profits now depend  
upon the value of the used  
cars they have to take in  
trade. Star dealers find  
that a wide variety of  
salable cars are offered  
as trade-ins on new Stars.**

**MORE POWER and SUPERIOR QUALITY**

*Low-cost Transportation*

**Star Cars**

DURANT MOTORS, INC., General Sales Dept., 1819 Broadway, New York City

## Motive Sales in Four N. W. States Show Increases

Minneapolis, May 1.—"It is significant this spring that sales of motor vehicles in smaller cities and the rural districts, as judged from trade statistics and reports by retailers to wholesale distributors, are at least as satisfactory as those in Minneapolis," it is stated by D. A. Odell, president of the Minneapolis Automobile Trade Association and head of the D. A. Odell Motor Car Company, which handles the Pierce-Arrow line.

Automobile sales are maintaining a large volume in Minneapolis and are even better in smaller communities throughout the Northwest, registering substantial increases over the sales of a year ago, Odell said. Motor distributors as a class are enjoying the best spring business in years, and, in many cases, in the history of their companies.

Odell interprets this district-wide improvement in automotive sales as concrete evidence that the increased purchasing power of Northwest people, farmers and city dwellers alike, is being maintained on a basis of healthy and permanent prosperity.

"The motor business is another key industry which mirrors general economic conditions with accuracy," he said. "It is one of the first to feel the effect of depressed farm and business conditions.

"Added importance is lent to this increased activity in motor sales by the fact that it covers the whole field—trucks, as well as passenger cars. A good volume of truck sales means a good volume of business in all lines—manufacturing, jobbing, retail and construction.

A manufacturer, merchant or contractor buys a truck only when he knows exactly where he can put it to work at a profit. The purchase of a big, powerful truck, in particular, usually means the movement of an increased quantity of heavy merchandise or build-

The increased sales of motor vehicles cover the four northwest states, with business especially brisk in North Dakota and very good in Minnesota, South Dakota and Montana, as shown by trade reports. One or two representative automobile distributors are on record as stating that their sales in the northwest district for the first quarter of 1926 were greater than for the entire year of either 1921 or 1922."

While the increases are attributed in part to more intensive merchandising methods, the distributors point out that competition was keen and sales activities on a basis of high efficiency five years ago. They emphasize the fact that striking increases in automotive sales would be out of the question, without substantially better conditions in the fields of agriculture and business.

Members of the Minneapolis Automobile Trade Association, representing both retail and wholesale branches of the business, report the 1926 sales activity applies to all classes of cars and trucks, from low priced to the most expensive, according to Odell. The association is holding up well, he said.

### USED CAR DEPARTMENT

Columbus, O., May 1 (U. T. P. S.)—The used car department of the Columbus Buick Company, central Ohio distributor for the Buick, has been reorganized and placed in charge of Woodrow Shaffer, formerly with the Winfield S. Jewell Company, Studebaker distributor.

### MEARS SHOWS SPEED

Greensburg, Pa., May 1.—W. K. Mears of this city, accompanied by J. B. Schafel, a representative of the American Automobile Association and the Baltimore Sun, and R. W. Leightner of the Pittsburgh Press, made the trip from here to Baltimore Saturday in four hours and 22 minutes, a distance of 296 miles.

## Sales of New Cars in Michigan 1,000 Daily

Lansing, Mich., May 1.—The State Department has announced that new automobile sales in Michigan average approximately 1,000 daily. It was estimated by E. V. Chilson, deputy secretary of state, that the people of Michigan are investing at least \$700,000 daily in motor vehicles. This fact was interpreted as an indication of prosperous industrial conditions in the state.

## New Dealers

### OAKLAND-PONTIAC

Pontiac, Mich., May 1.—Following is a list of new Oakland-Pontiac, Mich., Ripon, Wis.; Weber Garage, Strasburg, O.; Rowe & Touby, Highway Garage, Merced, Cal.; Latimer Motor Car Company, Melbourne, Fla.; Frank R. Price, Zanesville, O.; Stony Hill Garage, Copley, O.; Springview Auto Service, Cleveland, O.; Trevelyan Auto Sales, Pollockton, Mich.; J. B. Rickert, Grand Ledge, Mich.; Wagner Bros. Auto Company, Kalamazoo, Mich.; E. H. Payne, Randolph, Mass.; Hunter-Sooby Motor Company, Peabody, Kan.; Mattapan Motor Company, Dorchester, Mass.; Bolivar Motor Car Company, Bolivar, O.; Sturgeon Garage, Alliance, Neb.; Powell Motor Company, Isabella, Wash.

Boyd Motor Company, Ranger, Tex.; Chippewa Valley Auto Company, Chippewa Falls, Wis.; Smith Automobile Company, Beaver Dam, Wis.; Gettington Auto Company, Gettysburg, S. D.; Hudson Auto Parts Company, Milwaukee, Wis.; R. H. Wallman, Waconia, Minn.; Rabon Auto Company, Atlantic, Ia.; Emory D. Bass, Shenandoah, Ia.; Dale H. Petty, Red Oak, Ia.; W. R. Marshall, Seward, Neb.; Ekco-ny Brothers, Cuba, Kan.; Roy Livingood, Lincoln, Kan.; Harry N. Ely, Deep River, Conn.; William N. Heywood, North St. Ad.; Moosup, Conn.; R. A. Thomas, Alex, Okla.; Sadie-Faber Motor Sales, St. Louis, Mo.; Ross & Parsons Motor Company, Perry, Okla.; Thomas Motor Company, Stillwater, Okla.

Hains Motor Service, Emaworth, Pa.; R. E. Turner Auto Company, Summer, Miss.; O. E. Taxeras, Gray Garage, Grays, N. D.; J. L. Mack, Swea City, Ia.; Haworth & Stanford, Lexington, Neb.; James D. Wright, Redding, Cal.; J. J. Forney, Springfield, Wash.; South Florida Motor Company, Inc., Arcadia, Fla.; Ridgewood Garage, Sebring, Fla.; Sanford Cadillac Company, Sanford, Fla.; Beauville & Harrell, Corraige Grove, Ore.; Poudre Valley Motor Company, Ft. Collins, Colo.; Covey Auto Company, Homer, Mich.; G. F. Gramel, Sebewaing, Mich.; Roy Burnett Motors, Portland, Ore.; John McDermott, Brockport, N. Y.

Gosbel Motor Sales, Alton, Ia.; L. C. Lloyd Auto Company, Weiser, Idaho; O. C. Wilcox, Boise, Ia.; Watahak Motor Company, Winsland, Wash.; Turner & Hunt, Cairo, Mich.; Joseph Coyer, Romeo, Mich.; Withdraw Motor Company, Baltimore, O.; Mike Brown, Maysville, Ky.; Lakeview Motors, Inc., E. Cleveland, O.; Big Bend Hardware Company, Odessa, Wash.; Williamson Cadillac Company, Corpus Christi, Tex.; J. Russell Barmig, Claysville, Pa.; Dodson Hardware Company, Alvin, Tex.; C. A. Distiche & Son, Pipestone, Minn.; Moorhead Motor Company, Moorhead, Minn.; Simbalmos Bros., E. Chicago, Ind.; Simon Brothers, Bay City, Tex.

Trial Garage, McIntosh, S. D.; Gord Brothers' Motor Company, Kewanee, Ill.; B. & M. Motor Company, Canon City, Colo.; Funk Auto Company, Beatrice, Neb.; Broman Auto Supply Company, York, Neb.; B. F. Curry, Inc., White Plains, N. Y.; Acker Motor Car Company, Ossining, N. Y.; John Dehondt, Suds, N. Y.; Case's Filling Station, Paden, Okla.; P. H. Sisson, Grayling, Mich.; Fellwock Auto Company, Evansville, Ind.; Wood-Rogers Motor Company, Thomasville, Ga.; Clyde C. Applegate, Macomb, Ill.; Bayside Garage, Bayside, N. Y.; Buckles Motor Sales Company, Cushing, Okla.

J. C. Cahey, Manchester, Mich.; Shreve Motor Company, Dallas, Ore.; Gainesville Motor Company, Gainesville, Ga.; Harry C. Holloman, Harrisburg, Ore.; Cash Hardware Company, Tekog, Wash.; Hubbard & Keffler, Tacoma, Wash.; Walter Telschow, Ebenezer, N. Y.; Sine Motor Company, Inc., Jackson Heights, N. Y.; Minerva Garage, Inc., Union City, N. J.; Buckley & Lohman, Herkimer, N. Y.; Leslie L. Lynd, Harmon-on-the-Hudson; James F. Early, Brooklyn, N. Y.; Royal Auto Sales Company, Woonsocket, R. I.; Baker Motor Company, Lake Preston, S. D.; Meyers Motor Company, Brookings, S. D.

### LOCOMOBILE

Stearns Sales Agency, Inc., Milwaukee; Goodhue Motor Company, Inc., Baltimore; Locomobile Company of Pensacola, Pensacola, Fla.; Richards Motor Car Company, Grand Rapids, Mich.; John R. Hagen, Jr., Santa Monica, Cal.; Eugene J. Steiner, Balston Spa, N. Y.; Locomobile Company of Flatbush, Brooklyn; Dingo Sales Company of Augusta, Augusta, Ga.; Robert J. Wynn Company, Sainte Marie, Mich.; Southside Garage, New Castle, Pa.; Hiatt Garage, Richmond, Ind.

H. L. Simonton, Elkhart, Ind.; Rast Locomobile Company, Memphis, Tenn.; Robert W. Burns, Syracuse; Locomobile Company of Arkansas, Hot Springs, Ark.; R. S. Lingard, La Porte, Ind.; Henry Jenswold, Duluth, Minn.; Borchteld Bros., New Brighton, Pa.; Atlantic Highway Service, Rockland, Me.; Basha Motor Company, Uniontown, Pa.; Brownsville Locomobile Company, Brooklyn; H. A. Arel Company, Northampton, Mass.

### OLDSMOBILE-PEERLESS

New York, May 1.—Following are new dealers signed up by the Cutting, Larson Company, Inc., to handle Oldsmobile-Peerless cars in the metropolitan district:

Spencer Roberts, Mount Kisco; Frank Bruno, New Rochelle; Locomobile Company of White Plains; Varian Sporting Goods Company, Peekskill; Little Neck Garage, Little Neck, L. I.; Roren & Faur, Inc., Brooklyn; Charles L. Martel, Ridgewood; Martel Peerless Company, Brooklyn; Union Garage, East Orange, N. J.; Clinton Hill Garage, Newark; Verona Garage, Verona, N. J.

**PIERPOINT BUILDING**—The new structure was opened formally to the public recently at Pittsburgh as western Pennsylvania Hudson-Essex headquarters. J. R. Pierpoint is president of the company, which in 1925, its first year, sold 2,551 cars, a gain of 152 per cent. over the number of cars of that line sold in Allegheny county in 1924.



## MULLIN CO. AT DETROIT OPENS NEW SHOWROOM

## FORD SALES CONTEST IN L. A. OPENS DETROIT TRIP

Detroit, May 1.—L. F. Mullin Co., Stutz and Reo distributors in this territory, opened a new showroom this morning that adds a new and attractive note to the Cass Avenue "row."

The new display quarters have 2,500 square feet of floor space, and here is shown the complete Stutz line. The two-passenger coupe, the four-passenger coupe, the two-passenger, the four-passenger speedster, the sedan, the brougham and the stripped chassis are disposed about the big room, which is attractively decorated and furnished. A number of handsome floral pieces gave a gala touch to the opening day. An archway connects the new room with the older section, in which the Reo is on display. The opening was well attended.

### WILL NOT RAISE RATES

Philadelphia, May 1.—Officials of the Quaker City Cab Company and the Yellow Cab Company of Philadelphia have announced their intention of not following New York taxicab companies' lead in raising cab rates.

### NEW SALESROOM

Springfield, Mass., May 1.—A news local salesroom for Rolls-Royce has just been opened here at the corner of Bridge and Chestnut Streets, with George N. Kerr as sales manager. Prior to this establishment, all sales were handled direct through the factory. Mr. Kerr's present sales territory includes the whole of the Connecticut Valley, with cities adjacent to it, comprising Vermont, western Massachusetts, Connecticut with the exception of localities which geographically fall within the Greater New York area, and northeastern New York.

## for Economical Transportation

# CHEVROLET

*"Always consider what you get for the price you pay." —This is a principle being adopted, more and more, by automobile buyers.—And it is the fundamental reason why Chevrolet has become the world's largest builder of gear shift automobiles—and why Chevrolet dealers have become the most prosperous in the industry.*

Touring - -	\$510	Sedan - - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	½ Ton Truck - (Chassis Only)	\$395
Coach - - -	\$645	1 Ton Truck - (Chassis Only)	\$550

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

## SALESMEN AND DEALERS CONFER

Albany, May 1.—Ford Motor Company dealers and salesmen in Albany and the capital district, totaling nearly 200 men, attended a sales meeting in the salesroom of the Orange Motor Company, Albany, this week, which was addressed by sales directors of the New York branch of the Ford Motor Company.

The speakers included C. J. Seyfer, assistant sales manager; Frank Rust, wholesale manager, and F. A. Meyer, truck manager of the New York branch of the company. The meeting was also attended by Ford road men, who are the contacts between the dealer and the company.

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San Antonio, Tex., May 1.—Approximately seventy-five Dodge dealers and their salesmen, covering all of the San Antonio district, met in this city recently for a sales conference, which was in charge of Roy Heilman, division sales manager of the Dodge factory. A luncheon at the St. Anthony Hotel rounded out the meeting.

At another recent meeting about forty-five dealers and salesmen of this district held a sales promotion conference at the office of the local factory branch. E. J. Poag, Fay Wilson and J. A. Steager of Flint and J. A. Hart, district sales manager of Dallas, were in charge of the meeting. One hundred per cent. attendance was reported and progressive plans outlined for more sales.

Kerr as sales manager. Prior to this establishment, all sales were handled direct through the factory. Mr. Kerr's present sales territory includes the whole of the Connecticut Valley, with cities adjacent to it, comprising Vermont, western Massachusetts, Connecticut with the exception of localities which geographically fall within the Greater New York area, and northeastern New York.

**WEISMAN LUGGAGE CO.  
HAS ANNUAL ELECTION**

Syracuse, N. Y., May 1.—The following officers were elected at the annual meeting of the Weisman Luggage Company this week: S. Weisman, president and treasurer; John Essig, Jr., first vice-president; O. L. Garelic, second vice-president, and Phillip Fuchs, secretary. The board of directors is made up of the following: S. Weisman, R. Weisman and John Essig, Jr.

**STRONG BUYS BUILDING**

Massillon, O., May 1.—The Strong Auto Supply Company this week purchased the building at North Erie and Plum Street housing its No. 1 store. Expansion of the company's holdings has been rapid. It now controls three auto accessory stores in Massillon. S. G. Edgar is president of the company.

**WANTED—**

**500 AUTOMOBILES  
FOR SPOT CASH**

We are the largest Used Car Operators in the United States. Our financial resources are unlimited, and we buy all makes of Used Cars in both open or closed models.

In filling out list of Used Cars, be sure to give the Serial Number, as well as the Year, and give us your Rock-Bottom Price. There will be no dicker.

State general condition of car, as Excellent, Good, Fair or Poor.

**EDDIE MEYER, INC.**

At Your Command with Cash in Hand.  
2317-19 So. Michigan Ave.  
Chicago, Ill.

**Price-Hollister  
Buys Planator Co.**

Rockford, Ill., May 1.—The Price-Hollister Company, manufacturer of the Jumbo transmission, has purchased the entire plant, good will and patents of the Planator Gear Shift Company of Los Angeles, Cal., according to announcement made by Charles W. Price, president.

Production of the Planator gear shift will start next week at the local factory, and the first production schedule will be 10,000 units a month.

The purchase of the Pacific Coast concern rounds out the line of auxiliary transmissions made by the Price-Hollister Company. The Planator gear shift is an auxiliary transmission for Fords, and adds more forward speeds and extra reverse speed, it is claimed.

The Jumbo sliding gear transmissions will be continued without change.

**TO DISTRIBUTE PENZOIL**

Youngstown, May 1.—R. F. Brandon has resigned as secretary of the Mahoning Paint and Oil Company, to organize the Brandon Oil Company. Capital is \$150,000. It will distribute Penzoil products in this district.

**HANDLE HOO-DYE**

Columbus, O., May 1 (U. T. P. S.)—The R. O. Williams Company, 38 North 4th St., has been formed with Roy O. Williams at the head to distribute Hoo-Dye shock absorbers, Scully spring protectors and the E. & J. lamps in about thirty counties in central Ohio.

**WITH THE TRADE**

**CAMP GOODS SHOW**

Los Angeles, Cal., May 1.—The Western Auto Supply Company sponsored a camp goods show last week in their main store on Grand Avenue, during the course of which camping as a fine art was demonstrated.

**TO MANUFACTURE LENS**

Olympia, Wash., May 1.—Organization of the Auburn Auto Lens Company has been effected by a group of Auburn, Wash., business men. The concern will manufacture a new type of auto lens invented by J. R. Young of Auburn. The lens, which will be produced under the trade name of Roadlite lens, consists of a plate-glass, the top half of which is sandblasted.

**PIKE WITH GRUSS AGAIN**

San Francisco, May 1 (U. T. P. S.)—David A. Pike has again been named sales manager for the Gruss Air Springs Company, according to Raymond L. Gruss, president. Pike occupied the position from 1915 to 1921 and resumes his duties after representing a large wheel factory for several years.

**TRIANGLE AUTO**

Iowa City, Ia., May 1.—The Triangle Auto Supply Company, operating a chain of accessory stores in this vicinity, has purchased stock of the Unrath Motor Company, 217 East College St., in this city, and will transfer the stock to Columbus Junction, where a new branch will be opened.

**Cold Weather Hurts  
Philadelphia Sales**

Philadelphia, May 1.—A retarding influence on sales of automotive accessories and parts has been the cold, windy weather prevalent for almost two weeks. An exception was a brief warm spell, when the thermometer registered more than 80 degrees. Sales quickly went forward during the two or three days the cold was dispelled. Some houses, however, report that selling has been quite steady and satisfactory, notwithstanding the unfavorable temperature.

The Berrodin Auto Supply Company found that sales experienced a decided upturn during the pleasanter days, many items of the line moving rapidly. A specialty which is now on the market, a gasoline gauge to be fastened to the instrument-board of Ford cars, had a particularly good reception from the buying public during that period.

The Swain-Hickman Company, automotive parts, reports improvement in business during the last six-day period, with an especially urgent demand for engine parts, which took a noticeable jump for the first time in some days.

The P. D. Q. Company, automotive parts, says that business during the last week has increased somewhat and that there has been a big call for pistons and piston rings and pins.

**NEW DISTRIBUTORS**

Waterloo, Ia., May 1.—Officers of the Standard Battery and Electric Company, 217-221 West 5th St., wholesalers of automotive equipment, announced that they have become distributors in this territory for Thompson automobile engine valves.

**NEW WAREHOUSES**

Bloomington, Ill., May 1.—Ground has been broken for the new 100x50 feet warehouse to be

**BENZOL HELD NOT  
SUBJECT TO TAXATION**

Columbus, O., May 1 (U. T. P. S.)—Benzol as a motor vehicle fuel is not subject to taxation, according to a decision handed down by Judge Charles M. Rogers in the Common Pleas Court at Columbus recently. The case came up on a demurrer to a suit filed by the Ohio Tax Commission to collect \$32,052 and penalty of 15 per cent. from Alphonse B. Caldwell and Thomas J. Taylor, Cincinnati, manufacturers of benzol.

The court held in his decision that the law specifically defines fuel subject to the gasoline tax as "gasoline and all other volatile and inflammable liquids derived from petroleum." Since benzol is a coal product, it is thus excluded from the tax.

erected by the Tyree Auto Radiator Manufacturing Company, which will be used for storing raw materials.

**REPRESENTATIVE WANTED  
TO SELL COMPLETE LINE  
AUTOMOTIVE REPLACEMENT  
IGNITION AND CAR PARTS**

Old established firm selling wholesale only, have an opening for a hustling experienced salesman, familiar with the Automotive trade, on a commission basis. In answering give references, lines you are now selling, and territory you are covering.

**THE MACHINED PARTS CORP.,  
3950-58 Michigan Avenue,  
Detroit, Michigan.**

# CURRENT PRICES OF PASSENGER CAR MODELS

AJAX—6-cyl. 108 W. B.	DAVIS—6-cyl. Model 93. 109 W. B.	KISSEL—6-cyl. Model 55. 121 W. B.	NASH—6-cyl. Advanced. 127 W. B.	RICKENBACKER—8-cyl. 121½ W. B.
8 Touring ..... \$1,265/5 Sedan ..... 1,295	3 Coupe ..... \$1,285/5 Touring ..... \$1,285	5 Phaeton ..... \$1,585/4 Coupe ..... \$2,055	7 Touring ..... \$1,490/5 Coupe ..... \$1,990	5 Phaeton ..... \$2,150/4 Coupe Road. \$2,320
AUBURN—4-cyl. 120 W. B.	5 Sedan ..... 1,285	7 Touring ..... 1,685/5 Brough. Sedan. 1,995	4 Victoria ..... 1,790/7 Sedan ..... 2,090	7 Phaeton ..... 2,195/4 Coupe deL. .... 2,395
4 Roadster ..... \$1,145/3 Coupe ..... \$1,175	2 Speedster ..... 1,795/2 Enc. Speed. .... 2,085	5 Brougham ..... 1,695/4 Enc. Speed. .... 2,185	4 Roadster ..... 2,195/5 Sedan ..... 2,495	5 Coupe Sedan. 2,095/7 Sedan ..... 2,595
8 Touring ..... 1,145/5 Sedan ..... 1,195	4 Speedster ..... 1,895/4 Victoria ..... 2,185	4 Tourster ..... 1,795/7 Sedan ..... 2,285	5 Brougham .. 2,295	
AUBURN—6-cyl. Model 66. 121 W. B.	4 Tourster ..... 1,795/7 Berlin. .... 2,195	5 KISSEL—6-cyl. De Luxe Model 55.		
8 Touring ..... \$1,395/3 Coupe ..... \$1,445	5 Brougham ..... \$1,995/4 Dr. de L. Sed. \$2,195	121 W. B.		
4 Roadster ..... 1,395/5 Brougham ..... 1,495	2 Roadster ..... 1,795/7 Pass. Sedan. 2,695	5 Phaeton ..... \$1,785/5 Brou. Sedan. \$2,485		
8 W. Sedan. 1,745/5 Sedan ..... 1,695	5 Cabriolet ..... 2,095/Berlin. Sedan. 2,895	7 Touring ..... 1,885/5 Victoria ..... 2,485		
AUBURN—8-cyl. 129 W. B.	5 Touring ..... 1,795/5 125½ W. B.	4 Tourster ..... 1,985/2 Enc. Speed. .... 2,585		
8 Roadster ..... 1,695/5 Coupe ..... \$1,745	5 Spec. Touring. 845/2 Spec. Cpe. .... 895	5 Speedster ..... 2,085/4 Enc. Speed. .... 2,685		
8 Touring ..... 1,695/5 Sedan ..... 1,995	2 Roadster ..... 1,795/5 Sedan. B. .... 2,995	5 Speedster ..... 2,185/7 Sedan ..... 3,085		
AUBURN—6-cyl. Standard Six. 114½ W. B.	5 Spec. R'dster 845/5 Spec. Sed. B. .... 945	4 Coupe ..... 2,485/7 Berlin-Sedan. 3,385		
8 Touring ..... \$1,150/5 Sedan ..... \$1,195	2 Coupe ..... 1,995/5 DeL. Sed. 2,095	5 KISSEL—8-cyl. Model 75. 131 W. B.		
2 Roadster ..... 1,125/5 Sedan ..... 1,295	5 Phaeton ..... \$1,985/4 Coupe ..... \$2,485	131 W. B.		
4 Coupe ..... 1,275/5 2 Coupe ..... 1,395	7 Touring ..... 2,085/5 Victoria ..... 2,485	5 Phaeton ..... \$1,985/4 Coupe ..... \$2,485		
BUICK—6-cyl. Master 6. 120 W. B.	5 Spec. R'dster 845/5 DeL. Sedan. 1,075	7 Touring ..... 2,085/5 Brou. Sedan. 2,485		
8 Roadster ..... \$1,255/5 Coach ..... \$1,395	5 Touring ..... 2,085/5 Pass. Cpe. .... 895	5 Speedster ..... 2,185/7 Sedan ..... 3,085		
8 Touring ..... 1,295/5 Sedan ..... 1,495	5 Spec. Touring. 880	4 Coupe ..... 2,485/7 Berlin-Sedan. 3,385		
BUICK—6-cyl. 128 W. B.	5 Touring ..... 1,795/5 Spec. R'dster. 845/5	5 KISSEL—8-cyl. Model 75. 131 W. B.		
8 Roadster ..... 1,695/5 Sedan ..... 1,895	5 Spec. Touring. 845/5 2 Coupe. .... 1,395	131 W. B.		
8 Touring ..... 1,695/5 Sedan ..... 1,995	5 Sedan ..... 1,995/5 Coupe ..... 1,495	5 Phaeton ..... \$1,985/4 Coupe ..... \$2,485		
BUICK—6-cyl. Standard Six. 114½ W. B.	5 Cabriolet ..... 1,495	7 Touring ..... 2,085/5 Victoria ..... 2,485		
8 Touring ..... \$1,150/5 Sedan ..... \$1,195	5 Touring ..... 2,085/5 Brou. Sedan. 2,485	4 Tourster ..... 1,985/2 Enc. Speed. .... 2,585		
2 Roadster ..... 1,125/5 Sedan ..... 1,295	5 Spec. R'dster 845/5 2 Coupe. .... 1,395	5 Speedster ..... 2,185/7 Sedan ..... 3,085		
4 Coupe ..... 1,275/5 2 Coupe ..... 1,395	5 Touring ..... 2,085/5 Pass. Cpe. .... 895	4 Coupe ..... 2,485/7 Berlin-Sedan. 3,385		
CADILLAC—Standard. 132 W. B.	5 Spec. Touring. 880	5 KISSEL—8-cyl. De Luxe Model 75.		
8 Brougham ..... 12,195/5 Sedan ..... 13,195	5 Touring ..... 1,795/5 125½ W. B.	131 W. B.		
4 Victoria ..... 8,095/7 Sedan ..... 9,295	5 Sedan ..... 1,995/5 Coupe ..... 1,495	5 Phaeton ..... \$1,985/4 Coupe ..... \$2,485		
3 Coupes ..... 3,045/7 Imperial ..... 3,435	5 Cabriolet ..... 1,495	7 Touring ..... 2,085/5 Victoria ..... 2,485		
CADILLAC—8-cyl. Custom. 138 W. B.	5 Touring ..... 2,085/5 Brou. Sedan. 2,485	4 Tourster ..... 1,985/2 Enc. Speed. .... 2,585		
8 Phaeton ..... \$3,150/5 Suburban ..... 3,425	5 Spec. Touring. 845/5 2 Coupe. .... 1,395	5 Speedster ..... 2,185/7 Sedan ..... 3,085		
7 Touring ..... 3,250/5 Imperial ..... 4,425	5 Sedan ..... 1,995/5 Coupe ..... 1,495	4 Coupe ..... 2,485/7 Berlin-Sedan. 3,385		
2 Coupe ..... 4,000/2 Road(132WB) ..... 3,200	5 Cabriolet ..... 1,495	5 KISSEL—8-cyl. De Luxe Model 75.		
5 Touring ..... 1,255/5	5 Touring ..... 1,795/5 Coach ..... 1,195	131 W. B.		
CASE—Model J. I. C. 122 W. B.	5 Sedan ..... 1,995/5 Coupe ..... 1,495	5 Phaeton ..... \$1,985/4 Coupe ..... \$2,485		
8 Touring ..... \$1,285/5 Sedan ..... \$1,395	5 Cabriolet ..... 1,495	7 Touring ..... 2,085/5 Victoria ..... 2,485		
4 Roadster ..... 1,495/5 Sedan ..... 1,695	5 Touring ..... 2,085/5 Brou. Sedan. 2,485	4 Tourster ..... 1,985/2 Enc. Speed. .... 2,585		
8 Touring ..... 1,525/5 Brougham ..... 1,925	5 Spec. Touring. 845/5 2 Coupe. .... 1,395	5 Speedster ..... 2,185/7 Sedan ..... 3,085		
4 Coupe ..... 1,795/5 3 Club. .... 1,755	5 Sedan ..... 1,995/5 Coupe ..... 1,495	4 Coupe ..... 2,485/7 Berlin-Sedan. 3,385		
CHANDLER—124 W. B.	5 Cabriolet ..... 1,495	5 KISSEL—8-cyl. De Luxe Model 75.		
8 Touring ..... \$1,145/5 Sedan ..... \$1,295	5 Touring ..... 1,795/5 Coach ..... 1,195	131 W. B.		
2 Roadster ..... 1,105/5 Sedan ..... 1,295	5 Sedan ..... 1,995/5 Coupe ..... 1,495	5 Phaeton ..... \$1,985/4 Coupe ..... \$2,485		
8 Touring ..... 1,145/5 Sedan ..... 1,295	5 Cabriolet ..... 1,495	7 Touring ..... 2,085/5 Victoria ..... 2,485		
CHANDLER—6-cyl. 124 W. B.	5 Touring ..... 2,085/5 Brou. Sedan. 2,485	4 Tourster ..... 1,985/2 Enc. Speed. .... 2,585		
8 Touring ..... 1,145/5 Sedan ..... 1,295	5 Spec. Touring. 845/5 2 Coupe. .... 1,395	5 Speedster ..... 2,185/7 Sedan ..... 3,085		
CHRYSLER—6-cyl. 88.	5 Sedan ..... 1,995/5 Coupe ..... 1,495	4 Coupe ..... 2,485/7 Berlin-Sedan. 3,385		
8 Phaeton ..... \$1,395/5 Royal Coupe. .... 1,795	5 Cabriolet ..... 1,495	5 KISSEL—8-cyl. De Luxe Model 75.		
2 Coupe ..... 1,445/5 Royal Sedan. 1,995	5 Touring ..... 2,085/5 Vic. Sedan. 2,485	131 W. B.		
4 Roadster ..... 1,255/5 Sedan ..... 1,695	5 Sedan ..... 1,995/5 Enc. Speed. .... 2,085	5 Phaeton ..... \$1,985/4 Coupe ..... \$2,485		
8 Brougham ..... 1,695/5 Cr. Sedan. 2,095	5 Cabriolet ..... 1,495	7 Touring ..... 2,085/5 Victoria ..... 2,485		
CHRYSLER—6-cyl. 88.	5 Touring ..... 2,085/5 Brou. Sedan. 2,485	4 Tourster ..... 1,985/2 Enc. Speed. .... 2,585		
8 Phaeton ..... \$1,395/5 Imperial Sedan. .... 1,795	5 Spec. Touring. 845/5 Cabriolet. .... 1,695	5 Speedster ..... 2,185/7 Sedan ..... 3,085		
2 Coupe ..... 1,445/5 Royal Sedan. 1,995	5 Touring ..... 2,085/5 Brou. Sedan. 2,485	4 Coupe ..... 2,485/7 Berlin-Sedan. 3,385		
4 Roadster ..... 1,255/5 Sedan ..... 1,695	5 Cabriolet ..... 1,495	5 KISSEL—8-cyl. De Luxe Model 75.		
8 Brougham ..... 1,695/5 Cr. Sedan. 2,095	5 Touring ..... 2,085/5 Vic. Sedan. 2,485	131 W. B.		
CHRYSLER—6-cyl.				

## Latin-American Newspaper Men Visit at Akron

Akron, O., May 1.—Perhaps the greatest thought which the visit this week of the publishers and editors from more than eighty Latin-American newspapers left in the minds of Akronites was the possibility of South America being a means of throwing off the British restrictions on crude rubber.

Several of the delegates suggested this possibility, pointing out that South America was the first producer of rubber and that the seed which started the English plantations was originally obtained from South America.

It is thought that with a determined effort our southern neighbor will be able to grow enough rubber to relieve the American manufacturers from British restriction worries, if not to come back to the front again as the largest rubber producer.

The visit to Akron was under the auspices of the National Automobile Chamber of Commerce and the Rubber Association of America, Secretary C. A. Viles of the Rubber Association having accompanied the delegation. Reports of everything that is observed is sent by letter or cable to the papers in South America which the delegates represent, and a much closer harmony of thought and feeling will unquestionably follow the tour of the newspaper men.

Plants of the Firestone, Good-year, Miller and Goodrich companies were inspected by the newspaper men, who showed great interest in the manufacturing methods of these factories, which supply such a large percentage of the rubber goods of the world. Luncheon was served in the various cafeterias of the plants, and the day in Akron was finished with a tour of Portage Lakes and other points of interest in the city.

## Calif. Truck Sales Less Than in 1925

By JOHN C. WETMORE

Los Angeles, May 1.—While March sales of commercial cars in California made a gain of 365 over the preceding month, comparisons with the corresponding month of 1925 showed a slight loss. This was largely accounted for by a drop of 236 in Ford sales, as compared with last year.

Total sales in the state were 1,684, a drop of 3 per cent. as compared with 1925. Northern California with 749 sales suffered a decrease of 10 per cent. Southern California gained 33 with 935 sales as compared with 902 last year. Figures for the first quarter, however, made a better showing with 1,685 sales, a gain of 10 per cent. over 1925.

The comparative sales for the month and the first quarter, of the ten best sellers, according to Motor Registration News figures, all but Ford showing gains over the first three months of 1925, were:

	March	March	3 Mos.	3 Mos.
Ford	536	772	1,355	1,749
Dodge Bros.	221	198	658	443
Chevrolet	202	119	499	234
Graham	195	94	432	232
Mack	78	45	171	81
Reo	75	81	188	168
White	69	45	131	88
Federal	59	36	127	77
Moreland	30	28	68	67
GMC	27	49	79	96

Sales of buses in the first quarter of 1926 were 66 as compared with 39 last year. Buda and Graham have sold 11 each; Fageol, 9; Pierce-Arrow and Reo, 6 each, and Chevrolet and Mack, 4 each.

### ANAHEIM AUTO SHOW

Los Angeles, Cal., May 1.—Announcement has been made by George W. Ried, general manager of the coming California Valencia Orange Show at Anaheim, that an auto show will be one of the features.

**MOVIES IN AFRICA**—T. A. Willard, storage battery manufacturer of Cleveland, O., takes motion pictures of native women at Plumtree, on the Rhodesian border in South Africa, while on a tour in that country.



(Underwood & Underwood)

## TIRE BUSINESS BOOMS IN TEXAS

**San Antonio, Tex.**, May 1 (U. T. P. S.)—The Gene Roth Company of this city has placed with the Mason Tire factory branch at Dallas what is said to be the biggest single order for tires in the history of this section. The exact figures are not announced, but are said to be well over the \$100,000 mark.

The Roth Company is one of the San Antonio firms using the trade-in policy in connection with tire sales, and it is said this policy resulted in such enormous tire business big orders are necessary to take care of the trade for the next few months.

The Hagner Tire Company, located on Navaro Street, is awarding a contract for the erection of a new home to cost \$30,000. Special display cases will be built for housing tires on display in the showrooms. The building will be completed in the next ninety days. The Hagner company handles Generals, and these are being sold on a trade-in basis when customers so desire it.

Joe Murphy, Indiana tire distributor in this section, had a housewarming this week to commemorate the opening of his new \$40,000 home. Mr. Murphy distributes Indiana tires in forty-two counties and reports that business is better right now than it has been in years. Hundreds of persons attended the housewarming.

### FT. WAYNE SALES BRANCH OF I. H. C. HOLDS MEET

**Fort Wayne, Ind.**, May 1.—A two-day conference of the Fort Wayne branch sales force of the International Harvester Company was held here last week. Demonstrations and lectures were given at the various sessions at which thirty members of the local force and three company officials from Chicago were present. One afternoon was given over to a demonstration of the I. H. C. tractor on a farm.

The meeting was of an educational nature, the purpose being to acquaint the sales force with the products and to exchange sales ideas, thus unifying methods. The three officials from Chicago were, J. L. McCaffrey, district sales manager; H. M. Ross, assistant manager, and C. O. Aspenwall, experimental engineer.

### CHEVROLET TRUCK PARADE

**Pittsburgh**, May 1.—The Allegheny county Chevrolet dealers truck parade, which was one of the finest and most impressive truck parades ever conducted in the county, lasted four days. Nine teen dealers participated and the complete line of Hercules Blue Duco bodies, mounted on these trucks, moved over the principal streets of Pittsburgh and Allegheny county towns.

## NO SATURATION POINT IN SIGHT

**So Says Reeves in Ad-  
dress to N. Y. Elec-  
trical League**

**N**EW YORK, May 1.—The United States has 2,750,000 miles of roads and of this total, only about 400,000 miles are improved. The difference between these two figures represents to some extent the amount of ground to be covered before the saturation point is even approached by the automotive industry.

This was one of the points touched on by Alfred Reeves, general manager of the National Automobile Chamber of Commerce, in an address Thursday noon before the New York Electrical League in the Hotel Astor.

With all new road improvement (and there will always be this) new demand for automobiles springs up, said Mr. Reeves. He saw no reason ever to fear a saturation point in the industry.

Mr. Reeves declared that the automotive industry would ever stand ready to fight against the use of fees and special taxes collected from motorists for purposes other than the improvement of highways.

Foreign markets will more and more offer opportunity to the American automotive manufacturer, the speaker said. America welcomes foreign competition in this country and has a right to invade some of the markets of other countries.

Mr. Reeves told the electrical men of the spirit of co-operation existing among the automotive manufacturers and of the pooling by

them of all basic patents ten years ago and the renewal of this pool only recently for five years. Speaking of the motor bus and truck, he declared they would continue to grow in importance and would play an important part as auxiliaries to the railways. He said the electric truck is fast becoming an important factor in industry.

The other speaker was F. J. Scar, manager of the motor transport bureau of the Pennsylvania Railroad, who said that the freight of 90 per cent. of the traders using the railroad must be routed over highways before reaching its destination. He declared the railroads and motor trucks will not be competitors, but they will work together, the railway leading in the long haul and the motor car in the short.

### HALF-MILLION GARAGE

Boston, May 1.—Work will soon be started on a \$500,000 garage at Coolidge Corner, Brookline, by Henderson & Ross, local realtors, and Frederick E. Johnson.



**The TEST Tells**  
100 times more dirt will go through  
any other air cleaner than will go  
through a

**99 1/10 PROTECTOMOTOR 99 1/10**

Write for proof of statement and for  
dealer's proposition.  
**STAYNEW FILTER CORP.**  
WATER ST.  
ROCHESTER, N. Y.

## CHICAGO SURFACE LINE BUS PERMIT OPPOSED

**Chicago**, May 1.—Representatives of the Chicago Motor Coach Company appeared this week before the Illinois Commerce Commission and opposed an application filed by the Chicago surface lines asking the commission's approval of a plan to supplement its service with bus lines.

Some time ago the surface lines were directed by the city council to extend the street car system over West Diversey Parkway, but later, deciding the service would not warrant the expense, they offered to use buses over the route temporarily.

"The News is read by all our executives"—

Herring Motor Company, Des Moines, Iowa.

Wholesale  
AUTOMOTIVE SUPPLIES



Hermoline  
OILS AND GREASES

DES MOINES, April 26, 1926.

Mr. H. A. Tarantous, Advertising Manager,  
Automotive Daily News,  
1926 Broadway,  
New York, New York.

Dear Mr. Tarantous:

Acknowledging receipt of your letter of April 21st, and in reply I was one of the first subscribers to the Automotive Daily News and am a consistent reader of the publication.

When the first announcement was sent out it appealed to me as filling the need of a long felt want, especially for jobber executives who must, of necessity, keep abreast of the automotive industry but are not in direct touch with it.

The News is read by all of our executives and then placed on the reading table for the benefit of our trade.

Very respectfully yours,

HERRING MOTOR COMPANY

*W. W. Wessler*  
General Manager

# Automotive Daily News

Or, By and For the Entire Automotive Industry

Published Every Day Except Saturday and Sunday by  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION.  
25 City Hall Place, New York, N. Y.

Entered as second-class matter August 27, 1925, at the post office at New York,  
N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,  
Treasurer; Alexander Johnston, Secretary.

MONDAY, MAY 3, 1926

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National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.;  
1937 Henry Building, Seattle, Wash. E. T. Burke, 126 Pearl St., Buffalo, N. Y.

Address ALL advertising correspondence for New York office to 1926 Broadway,  
New York City.

Editorial Department—25 City Hall Place, New York, N. Y.  
Telephone Franklin 3900.  
Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton,  
Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore,  
Clyde Jennings.

SUBSCRIPTION RATES  
United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.  
Single copies, 10 cents.  
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

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## PETROLEUM FAILURE

FAILURE of our present petroleum supply would be a tragedy of the first class, with modern life based so essentially on motor transportation. The world and particularly the United States, cannot afford to permit its motor fuel supply even to be threatened. Yet that is exactly the condition that we must face, according to W. T. Thom, Jr., of the United States Geological Survey, who predicted in a recent issue of the Automotive Daily News that within a decade operation of motor vehicles will be beyond the financial reach of the average citizen because of the rapidly diminishing supply of petroleum.

As a palliative of the threatened shortage Mr. Thom urges engineers to find better methods of production and distillation than are now used. He sees the coming of a synthetic fuel oil and casts hopeful eyes at alcohol as a fuel that can be manufactured in unlimited quantities.

*There is no question that this is a major problem with which we must deal now, to prevent its ever becoming critical. In other words we must have a new source of fuel supply ready and operating before our present supply becomes seriously diminished. The time to prepare for the threatened shortage is now, not when the shortage actually occurs.*

Obvious methods of meeting the threat are more economical cars. If the automobile engineer can produce a car that will give 1,000 miles of operation on half the gasoline now required to do that distance, the effect is to double our fuel supply. Our engineers have been working along these lines for some years. The average car today will give greater mileage per unit of fuel than the cars of even five years ago. There are signs that still greater economies on this side will come.

As a possible substitute for petroleum gasoline we have motor fuel derived from the huge shale fields of the West. Shale oil can be produced now—indeed it is—but methods of production have not been perfected sufficiently to permit shale fuel to come into price competition with petroleum gas. The development of shale oil extraction processes to make fuel derived from this source a major factor in motor operation is only a question of real need.

Coal is another source of motor fuel which until now has been little used. Benzole is a perfectly satisfactory fuel for automobile engines, even in their present stage. It can be used with only minor changes in carburetor adjustment. Our coal supply is sufficient to give us motor fuel for hundreds of years. It needs only the pressure of need to become a major source of supply.

If the prophets are right and the future sees a diminishing of our petroleum production, it will automatically work to bring into production these other sources of fuel supply. The minute petroleum fuel reaches fifty cents per gallon, the shale oil fields of the West will hum with industry. And by the same token new methods of producing fuels derived from coal will be put into active operation.

There is no other question of as much importance to automotive men of every degree as this question of the permanence of our fuel supply and we are fortunate in having the best engineering brains, as well as the best chemists, in this country and abroad working on the problem, so that shall be able to meet the crisis when and if it arrives.

A Frenchman has invented a mirror attachment for motor cars, consisting of three mirrors so arranged that the driver of the car can "see around obstacles." Now, if this interesting little device will enable the motorist to see into the bushes and spot the motorcycle cop waiting to trail him, we can promise a generous sale in this country. Prohibition officers would probably welcome the device if it would enable them to see what is under the back seat without bothering to stop the car.

## Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders

By Kessler



C.A. SHALER, MANUFACTURER OF VULCANIZERS IN WALPON, WIS., STARTED SELLING UMBRELLAS BUT DECIDED TO CHANGE HIS LUCK.

## CHEMISTS STUDY ANTI-KNOCK CURES

### Tetraethyl Lead Found Most Formidable Compound

NEW YORK CITY, May 1.—Compounds of lead, among the cheapest of metals, are the greatest foe of knock in automobile engines, while chlorides of gold and platinum are powerless to suppress it, a report of researchers covering the whole field of anti-knock materials made public by the American Chemical Society declares. A theory of detonation new to science is described.

The experiments, carried on in the chemical laboratory of Ohio State University at Columbus by William Hale Charch, Edward Mack, Jr., and Cecil E. Board, covered the whole field of anti-knock materials.

The researchers determined and classified all anti-knock compounds as well as compounds without effect in attacking knock in automobile engines, to eliminate which is a major effort of science.

Lead tetraethyl was found to be the most formidable of the anti-knock compounds, the report said, and all comparison was based upon a value of 100 attached to this compound as "the anti-knock co-efficient."

Lead diphenyl dimethyl ranks second with a value of 97 and lead diphenyl diethyl third with 93.5. Lead diphenyl diiodide scored 80. Lead diphenyl dichloride scored 72, and lead diphenyl dibromide 60. Lowest in the scale of anti-knock compounds, the investigators discovered, was aluminum ethyl iodide, called "very weak owing to iodine anti-knock."

Thirty-four compounds proved to be worthless in suppressing knocks. These included gold chloride, plantinic chloride and nitrogen sulfide.

"None of these compounds," said the report, "exerted the slightest effect in suppressing the intensity of the explosion. Diethyl selenide even appeared to increase the loudness of the reports."

"Less than 0.1 per cent. of chro-

mium pentaphenyl bromide would be dissolved in a fuel suitable for the test. This compound would be expected to exhibit anti-knock properties if larger concentration could be tested."

The investigators offer a new theory of detonation, which attempts to explain the way in which tetraethyl lead, studies of which by Thomas Midgley, Jr. and Thomas A. Boyd resulted in the production of ethyl gasoline, prevents anti-knock.

This theory, it was pointed out, is a striking development of science, because if it proves sound it will bring progress in the conquest of knock affecting the nation's 20,000,000 motor vehicles. Chemical science previously had shown that tetraethyl lead would suppress knock. The Ohio state researchers think they have solved the mystery of why it suppresses knock.

According to their theory, in the gas engine, tetraethyl lead decomposes suddenly into infinitesimal particles of metallic lead which act as centers for partial burning.

These little particles themselves burn as the flame front approaches them, and thus they makes the flame travel faster than if they were not present. This condition is described as somewhat like that of millions of unimaginably small spark-plugs that ignite the gas just ahead of the flame front.

"Thus, by virtue of the multiple centers of high temperature created by the burning of these little particles of lead," says the report, "there is initiated evenly ahead of the main flame front a partial oxidation or an auxiliary burn tending to maintain a combustion in a region of fuel which otherwise would be subject to detonation.

"The decomposition temperature of anti-knock materials, taken in conjunction with the temperature of the cylinder gases, thus determines at what stage in the cycle they shall begin to function.

"If the decomposition temperature is low, partial oxidation will begin earlier in the cycle and extend throughout a larger volume of yet unburned fuel than if it is high. In the extreme of the latter case, it would cause a lowering in the efficiency of the compound, while in the former it might cause slight pre-ignition.

"The ideal anti-knock compound should possess a decomposition temperature which will cause it to begin to function just with or just after ignition of the charge by the spark plug."

### COMPRESSION TESTER

Davenport, Ia., May 1.—Charles Krone of this city has been issued a patent from the United States government patent office for a compression tester for combustion engines.

## Coming Automotive Events

### MAY

- 6-8—Providence, R. I. National Machine Tool Builders Association, convention.
- 21-23—Atlantic City, N. J. National Electric Light Association and Electric Truck Manufacturers Association, convention.
- 10—Charlotte, N. C., American Automobile Association race.
- 12-13—Galveston, Tex., Tenth annual convention of the Texas Automotive Dealers' Association.
- 13-15—Detroit, Mich. American Gear Manufacturers' Association, tenth annual convention. Book-Cadillac Hotel.
- 21—Chicago, Ill. Automotive Manufacturers' Association meeting.
- 25—Buenos Aires, Argentina. Argentine Rural Society, International Exhibition of Roads, Transport and Touring. Show Grounds, Palermo.
- 31—Indianapolis, Ind. 500-Mile race.
- 31—Pittsburgh, Pa. American Automobile Association race, Monongahela track.

### JUNE

- 1-4—French Lick Springs, Ind. Semi-annual national meeting of the National Society of Automotive Engineers.
- 8-10—Detroit, Mich. American Body Builders' Association, convention. Hotel Statler.
- 12—Altoona, Pa. American Automobile Association race.
- 12-13—Le Mans, France. Rudge-Whitworth twenty-four-hour stock car race.
- 16-18—Philadelphia, Pa. Society of Industrial Engineers, thirteenth national convention. Bellevue-Stratford.
- 14-19—Montreal, Canada. Automotive Equipment Association meeting. Mount Royal Hotel.
- 25—Chicago, Ill. Automotive Manufacturers' Association meeting.
- 26—Laurel, Md. American Automobile Association race.

### JULY

- 6—Salem, N. H. American Automobile Association, race.
- 17—Atlantic City, N. J. American Automobile Association, race.

### AUGUST

- 3-6—Denver, Col. Denver Post outdoor automobile show.

### SEPTEMBER

- 4—Altoona, Pa. American Automobile Association, race.
- 25—Salem, N. H. American Automobile Association, race.

**Personal Paragraphs**

**CAIN IN WHOLESALE END**  
Los Angeles, May 1.—H. J. Cain has just been transferred from the retail to the wholesale department of Don P. Smith, Inc., distributor of Moon and Diana cars. Mr. Cain will cooperate with southern California dealers in selling the Diana, devoting his time exclusively to the one make of car.

**McDARBY VISITS HOUSTON**

Houston, Tex., May 1.—N. E. McDarby, general sales manager of the Auburn Automobile Company of Auburn, Ind., has been in this city with J. E. Harper of the Auburn-Houston Company, looking over the south Texas territory. Mr. McDarby was well pleased with the growth of this city and is pleased with Auburn sales here.

**AGNEW AT CAMPBELL-EWALD**

Chicago, May 1.—Dupree Agnew, formerly advertising manager of the Hudson Motor Company of Illinois, has just joined the copy department of the Chicago branch of the Campbell-Ewald Company.

**PATTON IN OWN BUSINESS**

Denver, Col., May 1.—Homer Patton, for years service manager for Don Hogan, Inc., Cole and Rickenbacker distributor here, has just gone into business for himself. He will operate the Homer Patton Motor Company at 672 Logan St.

**ROCHESTER CLUB TO FIGHT TRAFFIC POLICE CHANGE**

Rochester, N. Y., May 1.—The Automobile Club of Rochester intends to fight vigorously any attempt to remove the enforcement of the motor vehicle law from the inspectors of the Motor Vehicle Department to the state police, according to George C. Donohue, secretary.

which will consist of a general garage in addition to general repairing and car washing.

**FAY NOW IN EVANSVILLE**

Evansville, Ind., May 1.—Robert H. Fay, former sales manager of a Packard automobile dealership in Chicago, has just been engaged as the new manager of the Ohio Valley Motor Car Company, 513 South 5th St., Packard distributor.

**SMITH TO BOOST ROCKFORD**

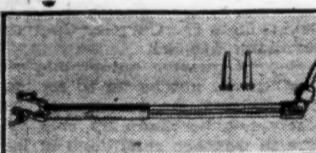
Rockford, Ill., May 1.—Ernest E. Smith, president of the Smith Oil and Refining Company, has just been selected by the directors of the Chamber of Commerce to serve as general chairman of the big "Forward Rockford" national campaign inaugurated this week.

**HISTED ENDS VACATION**

Chicago, May 1.—J. R. Histed, vice-president and general manager of the Hudson Motor Company of Illinois, returned to Chicago this week from Hot Springs, Va., where he spent several weeks riding, golfing and otherwise enjoying himself.

**New Automotive Equipment**

*This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.*

**MILBURN WELDING TORCH**

The Alexander Milburn Company, Baltimore, Md., has perfected a small welding torch, type J-Jr., for use on work not requiring the usual standard torch. According to the makers, the torch is sturdy and economical. It uses the same tips as are supplied with the standard larger torches and, it is claimed, is adaptable to all classes of welding work.

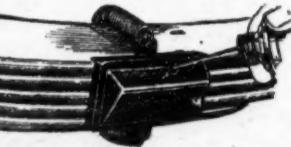
The new torch is adapted to gases supplied either from generators or compressor tanks. It is made from bronze forgings and specially drawn stainless steel tubing.

An angle of 67 degrees in the head, it is said, allows a natural position in using the torch and protects the operator's hands, while at the same time utilizing the heat to the best advantage. The J-Jr. is 18 inches long, weighs 25 ounces and is furnished with three welding tips, adaptable to a wide range of work.

**EEZEE PUNCTURE CURE**

The Eezee puncture cure has been placed on the market by the Eezee Manufacturing Company, 1111 South Broad St., Philadelphia, Pa. The puncture cure is a liquid which comes in patented cans which are so made that they may be screwed on the tire valve. The pump is then attached to the other end of the can and the liquid forced through the valve into the tube. The liquid flows into any holes that may be cut into the tube, sealing them at once to prevent the escape of air, it is claimed. The liquid, it is said, is non-corrosive and will not injure the tire or tube in any way. One of the features claimed for it is that it will prevent the tire from going flat, thus preventing trouble from broken walls and rim cuts.

The liquid is sold for \$1.50 a can.



Briant spring oilers are made by the Briant Specialty Company, Indianapolis, Ind., and, according to the makers, do away with the squeaks in springs, prevent breakage and provide easier riding. Also it is claimed they do away with muss and grease.

A coil spring holds a felt pad, which is contained in a metal receptacle, against the leaves of the spring so that the oil is pressed between the leaves at all times. The coil spring, it is said, prevents rattling and keeps the oiler from slipping or falling off in the rough. The oilers are priced at \$1.50 for a set of four.

**New Cam Type Motor Flies Airplane**

**NEW YORK CITY**, May 1.—A new type airplane motor, which has neither crankshaft, connecting rods or timing gears, was successfully tested in a flying test at Fairchild Airport, Farmingdale, L. I., Thursday afternoon. The new power plant is the invention of Harold Caminez, and was built by the Fairchild Caminez Engine Corporation under his direction.

It was originally developed secretly at the United States Air Service experimental station at McCook Field, Dayton, O.

The external appearance of the engine is much the same as the regular four-cylinder type radial motor, with overhead valve and double ignition for each cylinder. The interior, however, is of radical design. An eight-shaped cam supplies the power direct from the cylinders to propeller. In the center of the pistons, in place of the usual connecting rods, a large roller-bearing transmits the im-

pulse of the explosion direct to the irregular, or eight-shaped, central cam.

The mechanism is such that each piston completes a power stroke with each revolution of this cam, which allows the cylinders to fire in sequence, giving the engine greater power at low speeds, which also increases the efficiency of the use of the propeller. The pistons of the cam engine are linked together by four rods, which keep it in constant contact with the central cam.

The engine weighs approximately 360 pounds and is said to develop 150 horse power at low speed. Richard H. Depew, Jr., took the plane up for a test flight, and reported that it worked satisfactorily, the motor responding promptly to every demand. The plane used was a two-seater Avro biplane. One of the features claimed for the motor is that its construction is so simple that it was easily dismantled within thirty minutes after the flight.

**Dealer Activities****NAMED OAKLAND PONTIAC DEALER IN PRINCETON, IND.**

Evansville, Ind., May 1.—The Better Auto Sales Company, Princeton, Samuel Mauck manager, has just been appointed Oakland-Pontiac dealer for Gibson county by the Fellwock Auto Company, which recently took over the distributorship for southern Illinois, Indiana and western Kentucky.

**SPRING SHOW HELD BY BUFFALO CADILLAC CORP.**

Buffalo, N. Y., May 1.—The Buffalo Cadillac Corporation here has been holding its sixth annual spring show. Herman M. Kinney, president of the dealership, inaugurated the annual event, which stimulates interest in the Cadillac and invariably brings new business.

**FORD DEALER IN NEWARK, ARK., OPENS RADIO STATION**

Newark, Ark., May 1.—The Moore Motor Company, local Ford dealer, has installed a broadcast

station, having gone on the air as 5AOU, on 195 meters. Application for a radio broadcasting station license has been made at Washington.

**DEALER IN ROCKFORD, ILL., TAKES ON STUTZ LINE**

Rockford, Ill., May 1.—E. L. Lagerholm, Hudson and Essex dealer, has just been appointed Stutz dealer for this territory and will handle the new line in addition to the others. Service and salesroom will be maintained at 229 South Church St.

**MEBANE, N. C., DEALER ADJUDGED BANKRUPT**

Charlotte, N. C., May 1.—J. W. Jones, automobile dealer of Mebane, N. C., was adjudged bankrupt in an order signed at Greensboro, N. C., by Judge E. Y. Webb, of Federal District Court. Mr. Jones made a voluntary petition in bankruptcy, listing his assets as \$16,275 and his liabilities as \$43,933.

**SOUTHERN CHEVROLET CO. IN TEMPORARY QUARTERS**

Houston, Tex., May 1.—Temporary location of the Southern Chevrolet Company, successor to the Edson Motor Company, will be at 1710 Main St. The owners of the new firm are E. H. McGlasson, well-known banker, and Charles H. Voiers. Other officials are: W. A. Wasson, service manager; R. L. Giles, used car department; and P. W. Pitts, W. E. Routt and H. H. Hess, salesmen. Offices, showroom and service station have been fitted in the temporary quarters, while the used car department is located at 1019 Lamar St.

**Obituary Notes****HOWARD GORDON**

St. Paul, Minn., May 1.—Howard Gordon, shop chief for the Mack Truck Company's Northwest distributing branch, died Monday of injuries received April 16, when he was crushed between two trucks.

**LESLIE G. PECK**

Erie, Pa., May 1.—Leslie G. Peck, former Chevrolet dealer here, died at his home, 2037 Union Ave. He had been ill for the past six weeks.

**REO PLANT MAKES RECORD SHIPMENT FOR ONE DAY**

Lansing, Mich., May 1.—The largest shipping record for one day in the history of the Reo Motor Car Company was made this week when 223 jobs, cars, buses and trucks, were shipped from the factory on one day.

Clarence Eldridge, assistant general sales manager, has just returned from a series of thirty meetings held through the Central West.

**Incorporations****ILLINOIS**

Springfield, May 1.—New automotive concerns just incorporated in Illinois are: Prairie Garage, Inc., 5211 Prairie Ave., Chicago, \$75,000; manufacture and deal in automobiles, auto trucks, vehicles, accessories, equipment, etc.; Joseph Einhorn, Rose Katz, Lena Einhorn, Edward A. Schroeder, Elmer J. Schnackenberg, Split-Fire Battery and Ignition Co., 544-46 Diversey Parkway, Chicago, \$25,000; L. H. Meyer, N. L. Meyer, W. A. Popp, Jr.; deal in auto parts, accessories and electrical parts and batteries.

S. T. Jessop Co., Inc., 219 West Chicago Ave., Chicago, 250 shares no par value; M. E. Burgess, Harold A. Smith, R. S. Thrift; manufacture and deal in automobiles and truck accessories and parts.

U. S. Corp., 2247 East 71st St., Chicago, \$2,000; buy and sell tires, radio sets and parts, auto accessories, etc.; Hugh McLennan, Herman Hersberg, Samuel B. Teeters.

Traffic Garage, Inc., 4118-21 West Division St., Chicago, \$10,000; W. A. Andrews, William T. Kulp, E. Winters, Minnie McDowell; buy and deal in and care of motor vehicles.

A. F. Schultz Co., 2435-37 Michigan Ave., Chicago, \$25,000; sell, repair and service automobiles and parts and accessories thereof; William J. McCormick, John A. Kauzlarich, Arthur F. Schultz.

Coolflex Rubber Products Corporation, 2205 Lincoln Ave., Chicago, \$100,000; John M. Campbell, James J. Magmar, Delton T. Walton, general manufacturing and selling business in all kinds of merchandise.

National Rent-A-Car Company, 186 North State St., Chicago, \$20,000; deal in, buy, rent and lease automobiles, trucks and conveyances of all kinds; Sidney C. Anschein, Leo S. Maranza, James M. Shonfeld.

Columbia Vari-Speed Company, 4026 West Lake St., Chicago, 200 shares, no par value; Richard S. Jacobson, Maurice D. French, Herman Schlothauer; engage in and conduct general manufacturing and selling business; manufacture and sell machinery, apparatus, devices, etc.

The Borg-Greenleaf Corp., 4450 Ravenswood Ave., Chicago, \$100,000; manufacture and deal in electric clocks and time-measuring mechanisms, etc.; George W. Borg, Effie Borg, W. H. Greenleaf.

Ellington-Lay Motor Company, 210 South 10th St., Murphysboro, \$5,000; buy and deal in new and used motor vehicles, parts and accessories; Harry Lay, Harry Ellington, Emma Ellington.

Expert Tire and Rubber Company, 1833 South State St., Chicago, \$8,000; manufacture and deal in new and used rubber tires, automobile accessories, etc.; Rose Gittels, Rose Feldman, Max Gittel.

Evans Flexible Beamer Corporation, 5665 West Madison St., Chicago, \$25,000; manufacture and deal in tools, automotive equipment, accessories; William J. McKillip, William J. McKillip, Jr., Vincent J. McKillip, William H. Evans, Lillian McQuillan.

**INDIANA**

Indianapolis, May 1.—Articles of incorporation have just been filed with the secretary of state as follows:

Richmond Body Company, Richmond, 1,000 shares no par value, manufacturer of motor parts and accessories; G. Otis Stuck, Arthur Norris and Samuel C. Stump.

Vetter Garage, Inc., Fort Wayne, \$25,000; deal in automobiles and automobile accessories; Andrew Vetter, Walter C. Vetter, Lawrence E. Vetter and Herbert J. Vetter.

Indiana Tire Company, Indianapolis; filed certificates of final dissolution.

**Fire Losses****\$50,000 TIRE BRANCH LOSS**

Charlotte, N. C., May 1.—Loss estimated at \$50,000 was caused by fire which destroyed a large part of the stock of the Michelin Tire Company's branch here. W. J. Pledger, manager, said only the stock in the basement was destroyed, and tires and tubes on other floors of the three-story building were undamaged. The amount of insurance was not known here. An order for four carloads of replacement stock was telegraphed to the factory. Mr. Pledger said.

**\$30,000 BLAZE IN GARAGE**

Moureaux, Wis., May 1.—Fire completely destroyed the garage of the Green County Automobile Company here early Wednesday. Sixteen cars were burned. The total loss was estimated at \$30,000, and only partially covered by insurance. The garage was operated by Albert Stoldt.

**STICKNEY WITH FAGEOL**

Detroit, May 1.—J. H. Stickney, formerly superintendent of the Stevens Motor Car Company, Freeport, Ill., has been made head of the experimental and production departments of the Fageol Motors Company, Detroit.

# Financial News of the Automotive Industry

## GASOLINE PRICE BEGINS TO SOAR

**Upward Trend Reported From Various Parts Of Country**

**NEW YORK, May 1.**—The Standard Oil Company has advanced gasoline in North Carolina and South Carolina 1½ cents a gallon and elsewhere throughout territory 1 cent a gallon. Kerosene was advanced ½ cent throughout territory.

Standard Oil Company of New Jersey advanced export gasoline ½-cent a gallon to 28.9 cents for cased gasoline. Refined oils were advanced ½-cent a gallon to 18.65 cents.

Standard Oil Company of New York has advanced tank-wagon gasoline and kerosene 1 cent a gallon throughout its territory, effective Saturday, May 1.

**Shreveport.**—Standard Oil Company of Louisiana has advanced tank-wagon gasoline 1½ cents a gallon in Louisiana and Arkansas and 1 cent a gallon in Tennessee, effective April 30. Service station prices are advanced a corresponding amount.

**Chicago.**—United States motor grade gasoline has been advanced ½-cent a gallon in the wholesale market to 11½ and 11¾ cents. Advances in other grades of gasoline ranged from ½ to 1½ cent. Naphtha was advanced ¼-cent, to 10½ and 10¾ cents a gallon and minimum price of kerosene, 41–43 water white, was established at 8¾ cents, up ½-cent a gallon.

**New York, May 1.**—Gulf Refining Company, the Texas Company, and Pan American Petroleum and Transport Company followed the advance in domestic prices, and Tide Water Oil Company the export advance. Pan American Petroleum and Transport Company also advanced the wholesale price of gasoline at Atlantic Coast terminals 1 cent to 13½ cents a gallon, and, followed by Sinclair, advanced gasoline at Gulf terminals ½ cent to 12 cents a gallon.

## Amer-La France Quarterly Report

**New York, May 1.**—The Amer-La France Fire Engine Company, Inc., reports for quarter ended March 31, 1926, net income of \$203,291 after interest and Federal taxes, equivalent after preferred dividends to 29 cents a share (par \$10) earned on 499,300 outstanding shares of common stock. This compares with \$158,327 or 26 cents a share on 345,000 shares of common outstanding in first quarter of 1925.

Income account for quarter ended March 31, 1926, compares as follows:

	1926.	1925.	1924.
Oper. prof. ....	\$195,552	\$201,234	\$198,957
Int. & Fed. tax. ....	77,739	42,907	14,624
Net income ....	\$203,291	\$158,327	\$184,333

\*Before Federal taxes. +Net credit.

## Classified Advertising

**CLASSIFIED RATES**  
5¢ word (per daily insertion)

## BUSINESS OPPORTUNITIES

AN ESTABLISHED concern with sales and service facilities is open for an automotive maintenance connection for Middle West representation. Address Box 66, Automotive Daily News.

## M. A. M. A. PLANS TO FEATURE SERVICE

### To Demonstrate Modern Maintenance Equipment

(Continued from Page 1)

tailed plans later to be taken up with Mr. Miles for staging and promoting the service equipment exhibit. These exhibits will be grouped in both the New York and Chicago shows instead of being placed with the parts and accessory exhibits as formerly. The object of this arrangement is to permit operating demonstration of service equipment, which in some cases could not be conducted along with exhibits of other products because of noise and more than ordinarily large spaces which would be necessary.

It is also proposed to admit only the trade to the service equipment sections during the early hours of the day, so that public crowding will not interfere with the demonstrations.

In the evening the special sections will be thrown open to the public to impress upon motorists the importance of adequate equipment in the shops which they patronize. It is also proposed to work out a system under which New York and Chicago and vicinity wholesalers of service equipment will be able to co-operate with the exhibiting manufacturers. It is probable that service meetings of some kind, with nationally prominent speakers, will be arranged.

Along with the show management and the service equipment manufacturers arrangements are being made by the Service Managers Division of the N. A. C. C. to co-operate with the exhibits. Supporting the campaign of this division to encourage modern equipment for car dealers' service stations, the division has already taken a hand in the exhibit through the activity of its chair-

## Spicer Mfg. Corp. Profits Show Gains

**NEW YORK, May 1.**—The report of Spicer Manufacturing Corporation for the quarter ended March 31, 1926, shows net profit of \$520,579 after depreciation, interest and discounts, but before Federal taxes, equivalent after preferred dividends to \$1.46 a share earned on 313,750 shares of no par common stock. This compares with \$316,984, or 81 cents a share, in first quarter of 1925.

Consolidated income account for quarter ended March 31, 1926, compares as follows:

	1926	1925	1924
Gross prof. ....	\$640,927	\$490,455	.....
Expenses ....	127,416	142,628	.....
Profit ....	\$513,512	\$347,827	\$407,998
Other inc. ....	26,196	.....	37,651
Total inc. ....	\$539,708	\$347,827	\$445,649
Int. & disc. ....	19,129	30,844	66,528
Net profit. ....	\$520,579	\$316,984	\$379,120

\*Before Federal taxes.

+After depreciation.

**STEWART-WARNER BRANCH**  
**Davenport, Ia., May 1.**—A branch warehouse and service station of the Stewart-Warner Speedometer Company was opened in this city through the co-operation of the Davenport Industrial Commission.

man, W. M. Warner, service manager of Cadillac, and H. R. Cobleigh, service secretary of the N. A. C. C., who will further organize the co-operation of the division.

The plan for separate service equipment sections in the national shows has been heartily approved by parts and accessory manufacturers, who anticipate increased trade interest in their exhibits as a result of the special promotion work which will be done to bring wholesalers, retailers and service men to the shows to see the service equipment demonstrations.

The M. & A. M. A. will assign space to its members in the service equipment sections as well as the parts and accessory division of the shows, continuing its arrangement of many years standing with the N. A. C. C.

## RANGE OF AUTOMOTIVE STOCKS

High.	Low.	Div.	Stock.	Sales.	High.	Low.	Clos.	Net Chg.
16	9 ½	6	Ajax Rubber	600	9 ½	9 ½	9 ½	— ½
94 ½	78 ½	6	Allis Chalmers	40	82	82	82	— 1 ½
34 ½	19 ½	1	Am Bosch Magneto	100	21	21	21	— 1 ½
15 ½	13 ½	1	Am-La France	100	13	13	13	+ 1 ½
37 ½	26 ½	1	Briggs Mfg. Co.	60	28 ½	27 ½	27 ½	— 1 ½
26	15	1	Chandler Motor	300	16 ½	15 ½	16 ½	+ 1 ½
45 ½	31	1	do pf	200	33 ½	33 ½	33 ½	— 1 ½
54 ½	28 ½	3	Chrysler Corp.	12,500	33 ½	32	32	+ 1 ½
12	10 ½	.80	Continental Motors	300	10 ½	10 ½	10 ½	+ 1 ½
47 ½	26 ½	1	Dodge Bros. A.	4,500	29 ½	29	29	— 1 ½
88 ½	81	1	do	200	82 ½	82 ½	82 ½	— 1 ½
82 ½	72 ½	2	Edson Axle & Spur	200	66	66	66	— 1 ½
61 ½	61	6.50	Electric Auto Light	200	78 ½	78 ½	78 ½	+ 1 ½
79 ½	71 ½	6	Elec Star Battery	300	14 ½	14 ½	14 ½	— 1 ½
105 ½	84 ½	5	Fisher Body	3,500	89 ½	87 ½	88	— 1 ½
26 ½	14 ½	1	Fisk Rubber	1,300	17 ½	17 ½	17 ½	— 1 ½
42	29	3.75	Gabriel Snubber	300	34	33 ½	33 ½	+ 1 ½
132 ½	112 ½	12	General Motors	44,100	133 ½	131 ½	133	+ 1 ½
115 ½	113 ½	7	do 7% pf	500	114	114	114	— 1 ½
25 ½	18	2	Glidden Co.	200	19 ½	19 ½	19 ½	— 1 ½
70 ½	51 ½	4	Goodrich	1,700	54 ½	53 ½	53 ½	— 1
100	96 ½	1	do pf	100	98	98	98	— 1 ½
123 ½	61	3	Hudson Motor Car	43,900	70 ½	68 ½	68 ½	— 1 ½
38 ½	17	1	Hupp Motor Car	1,800	21 ½	21	21	— 1 ½
77 ½	18	1	Indy Motor Cycle	100	19 ½	19 ½	19 ½	— 1 ½
68	31 ½	8	Jordan Motor Car	1,200	36	35	35	+ 1 ½
21 ½	14 ½	1	Kelly-Springfield	700	14 ½	14 ½	14 ½	— 1 ½
34	8 ½	1	Lee Rub & Tire	200	10	10	10	— 1 ½
159	103 ½	6	Mack Trucks	7,300	118 ½	116 ½	117 ½	+ 1 ½
21 ½	18 ½	1	Martin Party	300	18 ½	18 ½	18 ½	— 1 ½
37 ½	28 ½	3	Moon Motors	8,600	25 ½	24 ½	26 ½	+ 1 ½
53 ½	36	3.50	Motometer, A	300	40	39 ½	39 ½	— 1 ½
33 ½	24	2	Motor Wheel Corp.	400	26 ½	26	26	— 1 ½
15 ½	5 ½	1	Murray Body	3,700	6 ½	5 ½	5 ½	— 1 ½
66	52	1	Nash Motors	1,700	54 ½	53 ½	54 ½	— 1 ½
22 ½	14 ½	1	Omnibus Corp.	4,400	15	14 ½	14 ½	— 1 ½
43 ½	31 ½	2	Packard Motor Car	2,100	36	35 ½	35 ½	+ 1 ½
28 ½	18 ½	1.80	Paige-Detroit Motor	1,700	19	18 ½	18 ½	— 1 ½
43 ½	21 ½	1	Pierce-Arrow	4,200	24 ½	24 ½	24 ½	— 1 ½
176	103 ½	6	Spicer Mfg. Co.	1,100	59	58 ½	58 ½	— 1 ½
51 ½	42 ½	1	Stewart-Warner Spec.	6,200	23 ½	22	22	— 1 ½
92 ½	70 ½	1	Stromberg Carburetor	100	75 ½	74 ½	75 ½	+ 1 ½
77	64	1	Studebaker Co.	7,400	53 ½	52 ½	52 ½	— 1 ½
61 ½	49 ½	5	Timken Roller Bear.	300	50 ½	50	50 ½	+ 1 ½
56 ½	44 ½	4	U. S. Rubber	7,300	63 ½	62	62 ½	— 1 ½
90	51 ½	4	White Motors	3,200	56 ½	55 ½	56	— 1 ½
34	21	1	Willys-Overland	5,800	24	23 ½	23 ½	— 1 ½
99	91 ½	7	do pf	100	95	95	95	— 1 ½
32	23 ½	.75	Yellow C & T B	500	26	25 ½	25 ½	— 1 ½

(The above table shows Friday's automotive stock movement, complete.)

**NEW YORK CURB MARKET**

Sales	High	Low	Last Chg.	Net
500 Auburn Auto	55 ½	55	55 ½	— ½
100 Durant Mot.	6 ½	6 ½	6 ½	— ½
100 Fageol Mot.	5 ½	5 ½	5 ½	— ½
120 Firestone pf	98 ½	97 ½	98 ½	+ 1 ½
30 Ford Can.	47 ½	46 ½	47 ½	+ 1 ½
100 Goodyear	32	32	32	+ 1 ½
800 Reo Motor	20 ½	20	20	— ½
500 Rickenbacker	4 ½	4 ½	4 ½	— ½
1100 Stutz Motor	23 ½	23 ½	23 ½	— ½
500 U. S. L. & H.	24	23 ½	23 ½	— ½
290 U. S. Ru. Rec.	15 ½	15 ½	15 ½	— ½
200 U. S. Ru. Rec.</				